VIRGINIA CHAN

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Chicago, IL

Education

MS in Info. Design & Strategy
Nothwestern University
2024 - 2025 (expected)

**BBA in
Magement Info System
Supply Chain Management**
University of Houston
2011 - 2015

Expertise

Design Thinking

User Centered Design

Analytics Enablement Strategy

Visual Analytics

Visual Communications

Prototyping / Wireframing

Agile Methodologies

Product Management

Technical Skills

Power BI   Qualtrics   Jira

Alteryx   Figma

Language

English

Cantonese

Mandarin

Chicago-based analytics professional with growing UX/UI skillset, passionate about creating data-driven, inclusive and accessible digital products and programs that resonate globally.

Work Experience

Mondelez International, LLC   Dec 2022–Present
Self Service Analytics Enablement Lead - North America

- Leverage design thinking to guide development of intuitive web portal to enhance data accessibility and decision-making.
- Establish and iterate on enterprise-wide data visualization design system, ensuring consistent and accessible user experience across platforms.
- Drive UX/UI initiatives through user research, persona development, and cross-functional workshops with stakeholders globally.
- Design and implement tailored regional training programs to increase analytics proficiency across North and Latin America.

Qualtrics   May 2021– Nov 2022
Senior Technical Account Manager

- Leveraged customer feedback to inform design decisions and product roadmaps for enterprise clients, driving continuous improvement and client success.
- Provided strategic technical guidance to optimize client implementations and drive measurable business outcomes

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Accenture Apr 2016 – Apr 2021
Consultant to Manager

Served as Alteryx lead for the Midwest region focus on building the community of practice, enabling ~250 analytics practitioners,

- Applied design thinking to drive vision and development of multi-million dollar analytics projects for Fortune 500 companies.
- Co-created custom agile framework to connect strategy to execution, increase visibility and quality of work across the organization.
- Prioritized product features and capabilities to optimize user experience while adhereing to business needs.

Analyst - Senior Analyst

- Collaborated with stakeholders to gather in-depth user requirements.
- Employed an iterative design process to develop and refine data pipelines and visualizations.
- Leveraged industry best practices to ensure intuitive and actionable user interfaces, empowering users with clear insights.